

LEO BURNETT U.S.A.

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1. Colonel Job Lee never led a charge without his cigarette holder.



2. Not only was it smaller than a bubble but it gave him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back, away from your lips.



3. With Parliament, you never taste a filter. Just rich, clean flavor. Now if Job would get a charge out of that.

**The Parliament recessed filter.  
It works like a cigarette holder works.**



4 per 100's pack, 1 per 100's  
100's 100's or 100's 100's  
100's 100's or 100's 100's

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

TIME



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